

# SPRING 2021 AGRIBUSINESS SESSIONS

Seven Free Online Events [Register Here](#)

<https://www.ncsbc.net/center.aspx?center=75490>

## FARM FUNDING WITH NRCS, FSA & AG OPTIONS

JAN. 21, 9 - 10 AM - HOW CAN THESE AGENCIES SUPPORT YOUR FARM REVENUE, INFRASTRUCTURE, AND MARKETING EFFORTS? IS YOUR FARMING OPERATION ELIGIBLE? THIS SESSION WILL COVER THE DIVERSE FUNDING OPPORTUNITIES AVAILABLE TO NEW AND ESTABLISHED FARMING OPERATIONS.

## LIABILITY FOR ON-FARM VISITS

FEB 10, 9 - 10 AM - WHEN FOLKS VISIT YOUR FARM THERE ARE KEY DECISIONS TO MAKE ABOUT FARM SAFETY, SIGNAGE, AND ACTIVITIES. IN THIS SESSION, WE'LL DISCUSS OPTIONS TO KEEP YOUR BUSINESS PROTECTED AND YOUR VISITORS SAFE.

## USING QUICKBOOKS TO TRACK FARM SALES

MAR. 4, 9 - 10 AM - MANAGING INCOME AND EXPENSES ARE ESSENTIAL TO A SUCCESSFUL FARM BUSINESS. GOOD TRACKING CREATES AN UNDERSTANDING OF YOUR COSTS OF PRODUCTION AND WHAT TO CHARGE TO COVER YOUR COSTS AND REALIZE A PROFIT. RECORD KEEPING ALSO ALLOWS YOU TO BE PREPARED FOR TAX TIME. THIS INTRODUCTORY SESSION WILL HELP YOU GET STARTED IN YOUR RECORDKEEPING SYSTEMS.

## FARMLAND TRANSITION TO THE NEXT GENERATION

MAR. 19, 9 - 10 AM - TIPS, TOOLS, AND RESOURCES FOR YOU AND YOUR FARM. FARM TRANSITION IS AN IMPORTANT ISSUE FOR FAMILY FARMERS. IN THIS SESSION, YOU WILL LEARN ABOUT NC FARMLINK, AN NCSU EXTENSION PROGRAM THAT HELPS FARMERS FIND WAYS TO KEEP THEIR LAND IN PRODUCTION USING LEASING AND OWNERSHIP OPTIONS THAT KEEP FARMS ACTIVE AND INTACT. PRESENTERS DR NOAH RANELLS AND WILLIAM HAMILTON, NC FARMLINK

## DIVERSIFYING YOUR FARM SALES

APR. 8, 9 - 10 AM - MULTIPLE SALES OUTLETS CAN INCREASE INCOME AND REQUIRES A UNIQUE SET OF SKILLS AND RESOURCES. THIS SESSION INTRODUCES THE SUCCESSFUL ALTERNATIVES ADOPTED BY LOCAL FARMERS AND FOOD BUSINESSES DURING THE TIME OF COVID AND BEYOND. PRESENTER LAURA LAUFFER, EMPOWERING MOUNTAIN FOOD SYSTEMS

## AGRITOURISM AS AN INCOME OPPORTUNITY

APR 28, 9 - 10 AM - AGRITOURISM CAN BRING A DIVERSIFIED FUNDING STREAM TO YOUR FARM. THINKING BEYOND UPICK AND CORN MAZES, IN THIS SESSION, WE WILL SHARE REGIONAL EXAMPLES OF SUCCESSFUL VENTURES INCLUDING FARM STAYS, SCHOOL GROUP VISITS, EDUCATIONAL TOURS, AND MORE. PRESENTERS LAURA LAUFFER, EMPOWERING MOUNTAIN FOOD SYSTEMS AND SHERRY RAINES, CHEROKEE COUNTY CHAMBER OF COMMERCE

## USING SOCIAL MEDIA TO PROMOTE YOUR FARM BUSINESS

MAY 6, 9 - 10 AM - THIS SESSION WILL DEMYSTIFY THE WORLD OF SOCIAL MEDIA AND GIVE YOUR AGRIBUSINESS SIMPLE BUT POWERFUL TOOLS TO CONNECT WITH CONSUMERS ONLINE!

